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## MARICOPA ASSOCIATION OF GOVERNMENTS REGIONAL TRANSPORTATION PLAN

### HISPANIC-AMERICAN FOCUS GROUP RESULTS

The Maricopa Association of Governments (MAG) is developing a new Regional Transportation Plan for the MAG region. As part of this effort, MAG conducted a series of focus groups to identify and document transportation issues and concerns. The focus groups were held throughout the Valley to capture ideas from geographically and ethnically diverse groups of participants. The findings will assist MAG in identifying regional values, goals and objectives that will guide the development of the Regional Transportation Plan.

The format of the focus groups included an opportunity for interactive discussion among participants, as well as a voting exercise that provided insight on priorities. To help structure the process, the discussions were organized into five topic areas. The topics included:

- ✕ Demographic and Social Change;
- ✕ The New Economy;
- ✕ Environmental and Resource Issues;
- ✕ Land Use and Urban Development; and
- ✕ Transportation and Technology.

Participants were encouraged to provide their own issues and concerns that related to each topic, both individually and in a round-table discussion. The responses received were documented in essentially a “verbatim” format so that the message intended by the participant was accurately conveyed.

The results of the **Hispanic-American Focus Group** are attached. This material has been divided into two parts as follows:

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**Part I. Key Focus Group Issues:** In Part I, the key issues identified at the Hispanic-American Focus Group are listed by topic area. These issues are those voted by the participants to be the top two concerns in each topic area. Due to ties, certain topics may have more than two issues listed.

**Part II. Comprehensive Listing of Participant Issues:** In Part II, all the issues identified by the individual participants are listed. These issues have been grouped by topic area.

If you have any questions or comments on the focus group process or the attached results, please contact Roger Herzog, MAG, at 602-254-6300 or rherzog@mag.maricopa.gov



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## HISPANIC-AMERICAN FOCUS GROUP

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### PART I. KEY FOCUS GROUP ISSUES

The participants of the Hispanic-American Focus Group were given the opportunity to vote on their top two issues in each of five topic areas. The two issues receiving the most votes are listed under each topic. Due to ties, certain topics may have more than two issues listed.

#### *DEMOGRAPHIC AND SOCIAL CHANGE PRIMARY ISSUES*

- ✖ Use of mass transit system by immigrant population.
- ✖ The need to reconcile census figures (Hispanic population is undercounted).

#### *THE NEW ECONOMY PRIMARY ISSUES*

- ✖ Develop more modal options for the types of jobs (during certain times of day).
- ✖ Need better leadership for meeting needs (including public sector).

#### *ENVIRONMENT AND RESOURCES PRIMARY ISSUES*

- ✖ Better maintenance of transportation system (the need for funding).
- ✖ The need for a multi-modal system to improve air quality.
- ✖ More responsible development is needed.

#### *LAND USE AND URBAN DEVELOPMENT PRIMARY ISSUES*

- ✖ The need for land use and transportation coordination (proximate density).
- ✖ Get rid of Grand Avenue.



**TRANSPORTATION AND TECHNOLOGY PRIMARY ISSUES**

- ✖ Developing different types of fuels and energy for cars.
- ✖ Move from freeway use to inter-regional mass transit.

**PART II. COMPREHENSIVE LISTING OF PARTICIPANTS ISSUES**

The following is a comprehensive listing of the issues that individual participants of the Hispanic-American Focus Group identified as their concerns under each topic.

**DEMOGRAPHIC AND SOCIAL CHANGE ISSUES**

- ✖ The need to reconcile census figures (Hispanic population is undercounted).
- ✖ Use of mass transit system by immigrant population.
- ✖ Quicker use of resources because of population concentration.
- ✖ Hispanic baby boomers are aging.
- ✖ More use of public transit by schools.
- ✖ A more efficient transit system will attract more users.

**THE NEW ECONOMY ISSUES**

- ✖ Need better leadership for meeting needs (including public sector).
- ✖ The growth of the service sector relies on the local Latino population.
- ✖ Develop more modal options for the types of jobs (during certain times of day).
- ✖ Latinos will not telecommute as much.
- ✖ Work/home separation is a critical issue (need more proximity between the two).
- ✖ Need continuous bike paths to reach work.
- ✖ Educate people on alternatives.



- ✖ Need adequate infrastructure for freight (railroad).
- ✖ Mass transit is key for infrastructure.

#### ENVIRONMENT AND RESOURCES ISSUES

- ✖ Better maintenance of transportation system (the need for funding).
- ✖ The new transportation plan has to be flexible.
- ✖ The fixed nature of investments must be planned out.

#### ENVIRONMENT AND RESOURCES ISSUES (CONTINUED)

- ✖ More responsible development is needed.
- ✖ Monitoring and conserving water usage during development.
- ✖ The need for a multi-modal system to improve air quality.
- ✖ The heat forces more car usage.
- ✖ Need better design standards for pedestrian uses.

#### LAND USE AND URBAN DEVELOPMENT ISSUES

- ✖ The need for land use and transportation coordination (proximate density).
- ✖ Providing incentives for mixed-use development.
- ✖ Make taking transit a more pleasurable experience.
- ✖ Educate youth on transportation issues.
- ✖ Do not discourage densities.
- ✖ Aim for different land use patterns.
- ✖ Get rid of Grand Avenue.
- ✖ Encourage more attractive infill developments.
- ✖ Provide affordable housing.



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### TRANSPORTATION AND TECHNOLOGY ISSUES

- ✕ Marketing alternative means of transportation.
- ✕ Developing different types of fuels and energy for cars.
- ✕ Use of smaller cars.
- ✕ Make the best available option more efficient.
- ✕ People do not want to give up their cars.
- ✕ Establish flexible work hours and different transportation times.
- ✕ Utilize time management in travel; consider the economic advantage in more carpooling and car pool lanes.
- ✕ Mixed-use development of transportation facilities.
- ✕ Move from freeway use to inter-regional mass transit.
- ✕ Finance mechanisms are critical for regional economic health.

